

# THE FUTURE OF ADVERTISING ...IN ONE AFTERNOON: SPEAKERS

**THE FUTURE OF ADVERTISING...IN ONE AFTERNOON** (BAFTA, 14 March 2012) brings you the best and newest thinking on how to engage with consumers in 2012. Here's the first batch of our speakers:

## ALEX JENKINS

Editor, Contagious Feed

I'll be talking about three of the key trends in non-traditional marketing that **Contagious** is expecting to really come to the fore in the next 12 months.

Alex Jenkins is Editor of Contagious Feed – an online intelligence service focusing on the intersection of non-traditional marketing, emerging technology and consumer trends. Through Feed and the Contagious Insider consultancy division, Alex works with brands such as American Express, BBC Worldwide, Coca Cola, Diageo, Nike and Xbox. Before joining Contagious, Alex worked as a business journalist, copywriter, and film coordinator. Outside of office hours, Alex has written web comedy for Channel 4, produced an album which somehow made it into the Billboard staff choices for 2005, and had his first book published in 2008.



## JEREMY TESTER

Director of Brand Strategy & Communication, Sky Media

To keep ahead in the ultra-competitive UK pay-TV market, **Sky** constantly innovates to give its customers an entertainment experience they can't get anywhere else. This innovation helps Sky's customers engage more deeply with content than ever before, and also brings with it a range of new and exciting opportunities for advertisers looking to explore the impact of emerging platforms, from 3D to mobile.

It also presents an enormous challenge for marketers – how to keep pace with the rapid rate of change and make the most of the new creative opportunities multi-platform innovation presents.

So how do you make the most of the new audio-visual mainstream? What should your priorities be? What is the most effective short-term and long-term approach?

Jeremy worked in both full service and media agencies prior to Sky (AMV, PHD) and will use his balanced perspective to shed light on the current raft of emerging TV and dual-screen opportunities, and illuminate those that are likely to present the most effective routes to market.



## MATTHEW MAXWELL

Creative Director for Digital, DraftFCB

I will share what I have learnt along the way – looking at how brands can leverage the human appetite for play. We know children learn best through play, now it seems adults employ many of the same mechanisms. I'll give an overview of the theory that underpins this approach and look at a couple of specific examples.

I am the Creative Director for Digital at **DraftFCB** in London. I've been working in this field for about 13 years, sometimes the digital guy in ad agencies, sometimes the ad guy in digital agencies. Looking for the common ground is an ongoing obsession. Previous to this, I trained as an artist and practiced as such for many years. That took me to California where I worked in TV and film as a production designer for a while before I returned to London via a couple of years in the South of France.



## PATRICK COLLISTER

Editor, Directory Magazine

Patrick Collister is the former executive creative director of Ogilvy & Mather and is now the Editor of **Directory** magazine, a showcase for brilliant new ideas in communications.

He's going to whiz you through the **7 Massive Reversals** in Advertising:

- 1 Where the money goes
- 2 Media owners ain't what they used to be
- 3 Everything's a telly
- 4 Social media
- 5 I'm in charge
- 6 Hurrah for the small idea
- 7 You need an agency

If he uses words like 'paradigm shift', 'segue' or 'value proposition', he would like you to heckle him.



## MATT ELEK

Managing Director (EMEA region) for VICE Media Group

**VICE** is one of the most dynamic and exciting independent youth media companies in the world. VICE is also a leading voice in online video and branded content. VICE has helped dozens of the world's leading brands reach youth audiences around the world through engaging content and smart activation plans. These clients include everyone from Intel to BMW to General Electric.

But, most importantly, VICE represents a whole generation of young people – influencing what they see, hear, wear, think, put in their mouths, dream about, and flush shamefully down the toilet when no one's looking.

While the subject of 'content' in the advertising world is one that is driving discussion and investment, the industry's creative output has not matched expectations. Frankly, the lion's share of content produced on behalf of brands is boring and ineffective. There are a number of factors as to why this is, but the fundamental issue seems to be an 'advertising first' approach. This leads to long form advertising with little cultural and entertainment value. In order for brands to really engage with their audience they must be encouraged to aim for an 'entertainment first' philosophy. Today's discussion will look at how and why brands must think like media companies if they want to really have any skin in the content game.



## DAVE WALLACE

Chief Digital Officer, JWT London

From black & white to colour to glorious HD, **JWT** has been in people's living rooms for over 70 years.

As we fast forward to 2012 we are all witnesses to the next major shift in the evolution of TV. As multiple technologies converge they create ever more conducive conditions for accelerated change. The way that users are adopting and appropriating these technologies helps us define what this new era may look like. Increased bandwidth, cloud services, connected TV, voice recognition, virtual assistants, gesture, dual screening, VOD, app stores, social networks and custom targeting tools are all shaping the new grammar which we will all need to apply to our communications strategies.

Dave Wallace, JWT London's Chief Digital Officer, will share the agency's perspective on how these technologies and our use of them will impact advertising and be integrated into the evolution of our living rooms.

